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FILE 11/23/53

fashion calendar

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1953

january

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1954

35 west 53rd street • new york 19 • circle 7-4447

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
	WEEK ENDING FRIDAY, NOVEMBER 20, 1953		
Now Showing	NEW "BOUTIQUE" BLOUSE COLLECTION	OPERA BLOUSE	525 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
	Opera will show their new "Boutique" line, supplementing their Spring blouse collection. Contact: Henrietta Greene at Opera, WI. 7-3737.		
Now Showing 12:00 Noon	SPRING COAT AND SUIT COLLECTION	LOUIS GOLDSTEIN CO.	512 SEVENTH AVENUE SHOWROOM - 32ND FLOOR
	Louis Goldstein's Spring coat and suit collection will be shown at 12:00 Noon daily, followed by luncheon. Contact: Dorothy Levine, CH. 4-3512.		
Friday Nov. 20 9:30 A.M. Breakfast	FASHIONS IN LEATHER BY BONNIE CASHIN	PHILIP SILLS (38 WEST 37TH ST.)	HAMPSHIRE HOUSE THE COTTAGE
	Press preview of Spring fashions in leather, designed by Bonnie Cashin for Philip Sills. By invitation only. Publicity: Donna Cannon, MU. 7-5447.		
Friday Nov. 20 11:00 A.M.	PREVIEW: SOPHIE READY-TO-WEAR ORIGINALS	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
	Press showing of early Spring ready-to-wear Sophie Originals, designed by Sophie and Stephen Erklin. By invitation. Contact: Grace de Mun, PL.3-4000.		
Friday Nov. 20 6:00 P.M.- 7:00 P.M. Cocktails	WEEKLY MILLINERY FASHION SHOWS	LEADING NEW YORK MILLINERS	HOTEL PIERRE CAFE PIERRE
	Nov. 20: Peg Fischer. Dec. 4: Vaughan O'Toole. Dec. 11: Herma G. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.		
Nov. 21- Nov. 28	THIRD ANNUAL "GIVE HANDKERCHIEF WEEK" SPONSORED BY HANDKERCHIEF PROMOTIONS Publicity: Mary Marsh, 2 W. 46th Street, PL. 7-5809.		
	WEEK BEGINNING MONDAY, NOVEMBER 23, 1953		
Monday Nov. 23- Nov. 25 4:00 P.M.	PUPPET FASHION SHOW OF SWISS FABRICS	LANELLA CORP.	185 MADISON AVENUE SHOWROOM - 14TH FLOOR
	Opening of Lanella's new showroom, with fabrics and fashions presented in a puppet show. By invitation only. Contact: Robbie, MU. 4-5538.		
Monday Nov. 23 4:45 P.M. Cocktails	PREVIEW OF NEW DYNEL FABRIC	UNION CARBIDE & CARBON CORP.	SAVOY PLAZA HOTEL LE CHATEAU - 11TH FL.
	Dynel will introduce a new fabric in Spring coats by Parliament fashions. By invitation only. Contact: Constance McCarthy, MU. 7-8000, Ext. 1058.		
Beginning Monday Nov. 23	SUZY PERETTE'S HOLIDAY FASHIONS	RUSSEKS FIFTH AVENUE	3RD FLOOR
	Russeks will show Suzy Perette's Holiday dresses for North and South at informal showings. Open to public. Publicity: Florence Lord, WI. 7-1900.		

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Nov. 23 6:00 P.M.- 8:30 P.M.	MILLINERY FASHIONS AT COCKTAIL SHOWING	MME. IDA (17 E. 53RD STREET)	HOTEL MADISON CAFE MADISON
	Showing of millinery fashions by Mme. Ida during cocktail hour. Press invited. Public by reservation. Publicity: Claire Muller at Hotel Madison, EL. 5-5000.		
Monday Nov. 23 6:30 P.M.- 8:30 P.M.	EIGHTH SESSION: FASHION TRAINING COURSE	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	CARL FISCHER HALL 165 WEST 57TH STREET
	Subject: "Publicity"--Fabric Manufacturer, Freelance, International. Speakers: Raymond Barbas of Jean Patou, and Chambre Syndicale de la Haute Couture; Adelia B. Ellis of Forstmann, Inc.; Ruth Hammer of Ruth Hammer Associates. Fee:$2.00 per lecture. Contact: The Fashion Group,CI. 7-3940.		
Beginning Monday Nov. 23- Nov. 28	FASHIONS OF NEW YORK'S FIRST THANKSGIVING	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
	Dutch costumes of Manhattan's settlers of 300 years ago, shown in a Thanksgiving setting. Also, a display of the early American Pilgrim dress associated with Priscilla and the original Thanksgiving. Open to public. Contact: Dorothy Tyroler at Traphagen, CO. 5-2077.		
Tuesday Nov. 24- Nov. 25 10:30 A.M.	SHOWING OF SPRING COLLECTIONS	SAM FRIEDLANDER, INC.	530 SEVENTH AVENUE SHOWROOM-25TH FLOOR
	Showing of Spring "Separables", in addition to Sam Friedlander's cocktail and evening fashions. Contact: Miss Agatha, PE. 6-2663.		
Tuesday Nov. 24 8:00 P.M. Dinner-Dance	"PARTY OF THE YEAR" FOR COSTUME INSTITUTE	COSTUME INSTITUTE-- MET. MUSEUM OF ART	WALDORF ASTORIA GRAND BALLROOM
	"The Star Spangled Ball"--sixth annual "Party of the Year" for benefit of Costume Institute of the Metropolitan Museum of Art. Entertainment by members of the fashion industry. Chairman of executive committee: Dorothy Shaver. Co-chairmen of entertainment committee: Eleanor Lambert and Lloyd Weill. Reservations: $60.00 each; contact: Julia Raymond, Costume Institute, Metropolitan Museum, TR. 9-5500, Ext. 380.		
Wednesday Nov. 25 12:30 P.M. Luncheon	SHOWING OF RESORT FASHIONS AT LUNCHEON	TRIGERE, INC. (550 SEVENTH AVE.)	WALDORF-ASTORIA EMPIRE ROOM
	Luncheon showing of Trigere's Resort collection, available at Bonwit Teller. Press by invitation. Public by reservation; contact: Headwaiter,EL.5-3000. Trigere contact: Cecille Gordon, LO. 3-1600. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.		
Nov. 26	THANKSGIVING DAY (Thursday).		
Thursday Nov. 26 9:45 A.M.	TWENTY-SEVENTH ANNUAL THANKSGIVING PARADE	MACY'S NEW YORK	FROM 77TH ST. & CENTRAL PARK WEST
	Santa Claus will arrive in New York with Macy's 27th Annual Thanksgiving Day Parade, which will start at 9:45 A.M. at 77th St. and Central Park West, proceed down Central Park West to Columbus Circle, and from there along Broadway through Times Square to 34th Street, turning West and arriving at the reviewing stand in front of Macy's about 11:00 A.M. There will be 6 mammoth balloons, featuring 12 fabulous floats, depicting fairy tales and modern characters; 12 championship bands; and over 50 comedy acts, countless clowns, 84 of them wearing amusing and delightful costumes. Publicity: Helen Law, CH. 4-2000, Ext. 2431.		

Theme: Joy of children Everywhere

Barbara Bray

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday Nov. 27 2:00 P.M.	HOLIDAY FASHION PRESENTATION	LORD & TAYLOR	YOUNG NEW YORKER SHOP 6TH FLOOR
	Lord & Taylor will present fashions for the holidays in the Young New Yorker Shop. Press invited. Open to public. Publ.: Gloria Carr, WI. 7-3300.		
Monday Nov. 30 12:30 P.M. Luncheon	"BLUE ROOM" FASHIONS AT LUNCHEON SHOW	HATTIE CARNEGIE	WALDORF-ASTORIA EMPIRE ROOM
	Showing of Hattie Carnegie's Resort, Cruise and Spring "Blue Room" fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Hattie Carnegie Contact: Irving Karshin, PL. 5-2600. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.		
Monday Nov. 30 4:00 P.M.	SPRING & SUMMER 1954 SHOE FASHIONS	POPULAR PRICE SHOE SHOW OF AMERICA	HOTEL NEW YORKER GRAND BALLROOM
	"Pederama"--The Popular Price Shoe Show of America will present a special industry showing of Spring-Summer 1954 shoes for men, women and children. By invitation only, for the press. Trade showing Sunday, Nov. 29 at 4:00 P.M. Publicity: Ruth Hammer Assoc., 2 W. 59th St., EL. 5-7872.		
Monday Nov. 30 9:00 P.M. Dinner	"BLUE COTILLION"-- ANNUAL FASHION SHOW	J.O.B. (JUST ONE BREAK)	HOTEL PIERRE COTILLION ROOM
	Midnight fashion show by leading designers: Pierre Balmain, Nettie Rosenstein, Philip Mangone, Oleg Cassini, Philip Hulitar, Monte Sano, Maurice Rentner, Ceil Chapman, Pauline Trigere, Ben Reig, Patullo-Jo Copeland, Bonnie Cashin, Claire McCardell, Grabois, Hannah Troy, Varden Petite, Edith Small, Nancy, Inc., Muriel King, Cotillion Formals. Jewelry: Harry Winston. Gloves: Wearight. Shoes: Herbert Levine. Hosiery: Christian Dior. Hats: Chanda. Coiffeurs: Victor Sabatino of Tailored Woman. Furs: Maximilian. Flowers: Kathryn Churchill. Tickets: $25.00 (benefit of J.O.B.--for securing employment for the handicapped.) Contact: J.O.B., 270 Park Ave., PL. 3-5847. Pierre Fashion Show Director: Nola Luxford. J.O.B. Publicity: Mollie Baldwin, LE. 2-4280.		
Beginning Monday Nov. 30	SPECIAL CHRISTMAS SHOPPING SCHEDULES	RETAIL STORES	N.Y. CITY, NEWARK, BROOKLYN, QUEENS

Retail stores will have the following shopping hour schedules for X'mas. Regular closing hours on Saturdays, unless indicated.

STORE	BEGINNING	HOURS
ABRAHAM & STRAUS (Bklyn)	Dec. 2	9:30 A.M. to 9:00 P.M.
L. BAMBERGER (Newark)	Dec. 7	9:45 A.M. to 9:00 P.M.
11/29 ? BLOOMINGDALE'S	Nov. ~~30~~ 29	9:30 A.M. to 9:00 P.M. except Sat
BOND'S	Dec. 7	9:45 A.M. to 9:00 P.M.
FRANKLIN SIMON	Dec. ~~7~~ 6	9:30 A.M. to 9:00 P.M.
GERTZ (Long Island)	Nov. 28	9:30 A.M. to 9:30 P.M.
? GIMBELS	Nov. 30	9:30 A.M. to 9:00 P.M.
LANE BRYANT	Dec. 7	9:45 A.M. to 9:00 P.M. (incl. Sat.)
~~[illegible]~~ 11/29 MACY'S	Dec. ~~7~~ 6	9:45 A.M. to 9:00 P.M. ~~(incl. Sat.)~~
NAMM-LOESER'S (Bklyn)	Nov. ~~30~~ 29	9:30 A.M. to 9:00 P.M.
OPPENHEIM COLLINS	Dec. ~~7~~ 3	10:00 A.M. to 9:00 P.M.
? RUSSEKS FIFTH AVENUE	Dec. 7	10:00 A.M. to 9:00 P.M.
? SAKS FIFTH AVENUE	Dec. ~~14~~ 13	9:30 A.M. to 9:00 P.M.
? SAKS 34TH STREET	Dec. ~~8~~ Dec 6	9:30 A.M. to 9:00 P.M. (8 P.M. Sat.)
? STERN'S	Nov. 30	9:45 A.M. to 9:00 P.M.
~~WANAMAKER'S~~	Nov. 30	9:30 A.M. to 9:00 P.M. (Tues. Thurs. Sat.)

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Dec. 1 9:30 A.M. Breakfast	PREVIEW OF FUR GIFTS FOR CHRISTMAS	JOSEPH BERNHAM	16 EAST 52ND STREET SALON
	Joseph Bernham's press preview of precious gifts in fur for "Under the Christmas Tree". By invitation only. Publicity: Mildred Kaldor, 347 Fifth Ave., MU. 9-5420.		
Tuesday Dec. 1 11:00 A.M.	PRESS PREVIEW OF NEW ACCESSORIES	BERGDORF GOODMAN	4TH FLOOR
	Preview of accessories for Christmas gifts at a showing for the press. By invitation only. Publicity: Florence Neff, PL. 3-7300.		
Tuesday Dec. 1 12:00 Noon Luncheon	PREVIEW OF SPRING LINGERIE AND HOSIERY	LUXITE LINGERIE AND HOSIERY	STORK CLUB 3 EAST 53RD STREET
	Luxite Lingerie and Hosiery for Spring and Summer, 1954 fashion presentation and luncheon. By invitation only. Publicity: Rita Lysen, c/o Daniel J. Edelman & Assoc., 440 Merchandise Mart, Chicago 54, Ill. Contact: George M. Hawes, 330 Fifth Avenue, PE. 6-6656.		
Tuesday Dec. 1 4:30 P.M.-6:30 P.M.	WINE TASTING FOR THE PRESS	BLOOMINGDALE'S	HOTEL PLAZA BAROQUE SUITE
	Bloomingdale's will invite food editors to an Italian wine tasting preview. By invitation. Publicity: Alice Hutton, EL. 5-5900, Ext. 445.		
Wednesday Dec. 2 9:30 A.M. Breakfast	PRESS PREVIEW OF NEW SHOWROOMS	D. LISNER & CO. AND TOM LEE	393 FIFTH AVENUE SHOWROOM
	Opening of the new offices and showrooms of D. Lisner & Co., created by Tom Lee of Tom Lee, Ltd. The new Spring and Summer jewelry line will be presented at this time. Press by invitation only. Publicity: Jane Scriven, PL. 7-8290.		
Wednesday Dec. 2 12:30 P.M. Luncheon	CAROLYN SCHNURER'S FASHIONS AT LUNCHEON	SAKS FIFTH AVENUE	HOTEL PIERRE COTILLION ROOM
	Saks Fifth Avenue will present Carolyn Schnurer's Cruise and Resort fashions during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Saks 5th Avenue Publ.: Carolyn Haight, PL. 3-4000, Ext. 7064. Pierre Fashion Director: Nola Luxford, TE. 8-8000.		
Wednesday Dec. 2 12:30 P.M. Luncheon	SHOWING OF CEIL CHAPMAN RESORT FASHIONS	SAMUEL CHAPMAN, INC. (530 SEVENTH AVENUE)	WALDORF-ASTORIA EMPIRE ROOM
	Ceil Chapman's Resort collection, available at Bonwit Teller, will be shown during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Chapman Publicity: Alto Schifrine, LA. 4-5800. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.		
Tuesday Dec. 3 9:00 A.M. Coffee	INFANTS' & CHILDREN'S KNIT FASHIONS FOR SPRING	THE WILLIAM CARTER CO.	100 PARK AVENUE SHOWROOM-23RD FLOOR
	Spring preview of Carter's infants' knit underwear, sleepwear, creepers, topper sets, dresses; and children's knit underwear and sleepwear. Showing at 9:30 A.M. By invitation. Publicity: Lois Gifford, BBD&O, EL. 5-5800.		
Thursday Dec. 3 2:30 P.M.; 5:30 P.M.	LESLIE FAY SPRING FASHION SHOW	ABRAHAM & STRAUS (BROOKLYN)	3RD FLOOR
	A & S will hold two customer showings of Spring fashions by Leslie Fay. Open to public. Press invited. Publicity: Frances Bemis, Feature Events, TR. 5-7200.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Dec. 3 3:00 P.M.- 6:00 P.M.	COCKTAIL PARTY IN NEW SHOWROOM	WALBORG CORP.	149 MADISON AVENUE SHOWROOM - 8TH FLOOR
	The Walborg Corp., importers of bags and specialties, will hold open house in their new showroom. By invitation. Contact: MU. 3-0661.		
Sunday Dec. 6- Dec. 10	DISPLAY MARKET WEEK IN NEW YORK	NATIONAL ASS'N OF DISPLAY INDUSTRIES	HOTEL NEW YORKER
	Showing of Spring and Easter display products. Contact: Nat'l Ass'n of Display Industries, 203 N. Wabash Avenue, Chicago, Ill.		
Dec. 7	PEARL HARBOR DAY (Monday).		
Monday Dec. 7 7:00 P.M. Cocktails; 7:30 P.M. Dinner	HONOR DINNER FOR "KEY WOMEN OF THE YEAR"	FEDERATION OF JEWISH PHILANTHROPIES OF N.Y.	WALDORF-ASTORIA STARLIGHT ROOF
	The Fashion Division of the Federation of Jewish Philanthropies of New York will give a dinner to honor: Mme. Vijaya Kalshmi Pandit, Miss Imogene Coca, Miss Agnes De Mille, Mrs. Jennie Grossinger and Mrs. Lytle Hull, "Key Women of the Year". Price: $7.50. Contact: Fashion Division of Federation, PL. 7-5700.		
Week Of Dec. 7	SPRING MILLINERY WEEK IN LOS ANGELES	CALIFORNIA MILLINERY GUILD	INDIVIDUAL MEMBERS' SHOWROOMS
	Contact: 811 So. Spring St., Los Angeles, California.		
Tuesday Dec. 8 12:15 P.M. Luncheon	ANNUAL MEETING: PROGRAM COMMITTEE LUNCHEON	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BELVEDERE ROOM
	Subject: "Do You Want To Keep More of The Money You Earn? Income Tax -- Social Security -- Unfair to Women!" Speakers: The Hon. Kenneth B. Keating, member of Congress; Helen Valentine, editor-in-chief of "Charm" Magazine. Chairman of Program Committee: Muriel Johnstone. Christmas gifts for Children's Aid Society will be collected. Price: $4.00 for members; $4.25 for guests. Contact: The Fashion Group, Inc., CI. 7-3940. Publicity: Ruth Hammer Associates, 2 West 59th Street, EL. 5-7872.		
Tuesday Dec. 8 12:30 P.M. Luncheon	RESORT FASHIONS AT LUNCHEON SHOW	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
	Luncheon showing of Arnold Constable's Resort fashions. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.		
Tuesday Dec. 8 4:00 P.M. Cocktails	PREVIEW OF RESORT FASHIONS IN COTTONS	GALEY & LORD	SHERRY NETHERLAND BALLROOM
	Galey & Lord's fashion show, highlighting Resort fashions by American designers; and European designs by Jean Desses, Pierre Balmain, Schiaparelli, John Cavanagh, Norman Hartnell, Sybil Connolly, Rodriguez, Pertegaz and Fontana. By invitation only. Publicity: Rosemary Sheehan, 630 Fifth Ave., CI. 7-8060.		
Wednesday Dec. 9 12:30 P.M. Luncheon	RESORT FASHIONS AT LUNCHEON SHOW	CLAIRE McCARDELL (TOWNLEY FROCKS)	HOTEL PIERRE COTILLION ROOM
	Showing of Claire McCardell's Resort and Spring collection during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. McCardell Contact: LO. 4-2155. Pierre Fashion Dir: Nola Luxford, TE. 8-8000.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Dec. 9 12:30 P.M. Luncheon	RESORT FASHIONS DURING LUNCHEON	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA EMPIRE ROOM
	Russeks will present Cruise and Resort fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Russeks Publicity: Florence Lord, WI. 7-1900. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.		
Thursday Dec. 10 1:00 P.M. Luncheon	PIERRE BALMAIN FASHIONS AT LUNCHEON SHOW	DE PINNA	HOTEL PLAZA TERRACE ROOM
	De Pinna will present Resort and Winter fashions by Pierre Balmain. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext.176. De Pinna Publicity: Gene Loyd, MU. 8-2000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Wednesday Dec. 16 12:30 P.M. Luncheon	FASHIONS FOR RESORT AT LUNCHEON SHOWING	CABANA BEACHWEAR CO. (1410 BROADWAY)	WALDORF-ASTORIA EMPIRE ROOM
	Cabana's Resort fashions, available at Bonwit Teller, will be shown during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Cabana contact: CH. 4-4575. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.		
Wednesday Dec. 16 4:30 P.M.- 7:00 P.M. Cocktails	PRESS SHOWING OF POTTERY DESIGNS	RED WING POTTERIES	HOTEL DORSET CHIPPENDALE SUITE
	Showing of table settings by Red Wing Potteries, previewing their January Pittsburgh display. By invitation only. Publicity: Lillian Weiss, Jamian Adv., 30 Vesey St., WO. 2-6020.		
Dec. 25	CHRISTMAS DAY (Friday).		
Jan. 1	NEW YEAR'S DAY (Friday).		
Monday Jan. 4 4:00 P.M.	SPRING MILLINERY FORUM & MEETING	MILLINERY MERCHANDISING EXECUTIVES' ASSOCIATION	SAVOY PLAZA HOTEL ROSE ROOM
	Annual forum of the MMEA with fashion, merchandising and business experts discussing millinery trends, problems and developments. Director: Virginia Pope. By invitation only. Contact: Ruth Weintraub, PL. 3-2116.		
Beginning Monday Jan. 4	OPENING OF SPRING HANDBAG LINES	NATIONAL AUTHORITY FOR LADIES' HANDBAG INDUSTRY	INDIVIDUAL SHOWROOMS
	Industry-wide opening of Spring 1954 handbag collections on first "permanent" opening date basis. Spring handbag openings will henceforth always begin the first Monday after New Year's Day. Showings of their complete collections will be held in individual members' showrooms. Publicity: Ruth Lundgren, 244 Madison, MU. 6-0686.		
Tuesday Jan. 5 9:30 A.M. Breakfast	PRESS PREVIEW OF SPRING MILLINERY	IRENE OF NEW YORK	16 EAST 52ND STREET SALON
	Irene of New York will present her Spring millinery to the N.Y. press and buyers. By invitation. Publ.: Maud G. Moody, 347 Fifth Ave., LE. 2-5562.		
Tuesday Jan. 5 12:30 P.M. Luncheon	PRESS PREVIEW OF BOYS' FASHIONS	CLUETT, PEABODY & CO. (10 EAST 40TH STREET)	HOTEL PLAZA BALLROOM
	Cluett, Peabody & Co. will invite the press to a luncheon preview of their first line of boys' wear, introducing their entrance into the boys' wear field. By invitation only. Publicity: Gertrude Dale, at Young & Rubicam, MU. 9-5000, Ext. 425.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Jan. 5 7:00 P.M. Dinner	SPRING MILLINERY FASHION SHOW	MILLINERY STAB. COMM.; MILLINERY FASHION BUR.	HOTEL ASTOR GRAND BALLROOM
	Semi-annual millinery fashion show for trade and press. Contact: Millinery Stabilization Commission, LO. 4-7800.		
Wednesday Jan. 6 9:30 A.M. Breakfast	PRESS SHOWING OF SPRING MILLINERY	LADDIE NORTHRIDGE (16 WEST 57TH ST.)	PLACE TO BE ANNOUNCED
	Presentation to N.Y. press and buyers of Laddie Northridge's Spring millinery collection. By invitation. Publ: Maud G. Moody, LE. 2-5562.		
Wednesday Jan. 6 11:00 A.M.	PREVIEW OF SPRING HAT COLLECTION	WALTER FLORELL	29 EAST 53RD STREET SALON
	Walter Florell will present his Spring millinery collection to the N.Y. fashion press. By invitation only. Publicity: Donna Cannon, MU. 7-5447.		
Thursday Jan. 7 10:00 A.M. Coffee	SPRING MILLINERY AT PRESS SHOWING	SALLY VICTOR	18 EAST 53RD STREET SALON
	Showing of Sally Victor's Spring millinery collection to the N.Y. fashion press. By invitation only. Publicity: Mildred Josephs, PL. 3-7450.		
Friday Jan. 8 9:30 A.M. Breakfast	PRESS SHOWING OF HATS FOR SPRING	EMME (26 E. 56TH ST.)	PLACE TO BE ANNOUNCED
	Emme will invite the press and buyers to a preview of her Spring millinery collection. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.		
Monday Jan. 11- Jan. 14	"CHARTING RETAILING'S COURSE FOR '54"	NATIONAL RETAIL DRY GOODS ASS'N	HOTEL STATLER
	NRDGA's 43rd Annual Convention. Contact: Robert J. Mayer, CH. 4-8780.		
Tuesday Jan. 12 9:30 A.M. Breakfast	MILLINERY PREVIEW FOR PRESS AND BUYERS	BEATRICE-MARTIN (16 WEST 57TH ST.)	HOTEL PLAZA WHITE & GOLD SUITE
	Beatrice-Martin will present her Spring millinery collection to the N.Y. press and buyers. By invitation. Publicity: Maud G. Moody, LE. 2-5562.		
Thursday Jan. 14 10:30 A.M.	PREVIEW OF SPRING HAT COLLECTION	MR. JOHN, INC.	53 EAST 57TH STREET SALON
	Millinery fashions for Spring will be presented by Mr. John P. John to the N.Y. press and buyers. Showing for visiting editors at 5:30 P.M. By invitation only. Contact: Peter Brandon, MU. 8-4906.		

CHRISTMAS ACTIVITIES IN LOCAL STORES

Now Going On	MODEL TOWN WITH SANTA CLAUS	B. ALTMAN & CO.	5TH FLOOR
	Toy Fair and electric trains that run through a real countryside, with trees, mountains, a river, automobiles, farms and factories. "Penny Bank Shop" for children only, on 2nd floor. Publ.: Neysa Norris, MU.9-7000. Miss Hinton		
Now Going On	GIFT WRAPPING CONTEST	L. BAMBERGER & CO.	10TH FLOOR
	Christmas gift wrapping contest will close on Dec. 5. Dave Irwin Eskimo Show on 4th floor; Santa Claus on 5th floor. Contact: Publicity Dept., MArket 2-1212.		

(Continued On Following Page)

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
	CHRISTMAS ACTIVITIES IN LOCAL STORES (Continued)		
Now Going On	SINGING SANTA DISTRIBUTES GIFTS	ARNOLD CONSTABLE	2ND FLOOR TOY DEPT.
	Arnold Constable's singing Santa Claus will distribute favors to children. Publicity: Gloria Geis, MU. 5-2300.		
Now Going On	SPECIAL GIFT SHOPS ON EVERY FLOOR	BLOOMINGDALE'S	ALL FLOORS
	Bloomingdale's will feature special Christmas gift shops on every floor. Santa Claus will distribute balloons on 6th floor. Publicity: Alice Hutton, EL. 5-~~5000~~ 6400, Ext. 445.		
Now Going On	SANTA CLAUS AND LIVE REINDEER	GIMBELS	7TH FLOOR
	Santa Claus and 8 live reindeers will be on the 7th Floor. There will be a merry-go-round ride (30¢) with surprise gift packages, and mechanical animals. Publicity: ~~Alan Koehler~~ Ellen Fabian, LO. 5-1500, Ext. 600.		
Now Going On	SPACE SHIP TO SEE RUDOLPH	GERTZ (JAMAICA)	5TH FLOOR
	Children may take a space ship to the North Pole to see Rudolph the Red-Nosed Reindeer and receive a gift. Publicity: Alvin Goldstein, JA. 6-6800, Ext. 454.		
Now Going On	SPECIAL LUNCHEONS WITH SANTA CLAUS	KRESGE-NEWARK	7TH FLOOR RESTAURANT
	Santa's daily luncheon parties at 10:45 A.M. Price: 75¢. By invitation only. Publicity: Ann Devlin, MItchell 2-8000, Ext. 392.		
Now Going On	SANTA CLAUS IN "NORTH POLE" SETTING	STERN'S	5TH FLOOR
	Santa with his assistant, the "Snow Princess", will entertain children in a North Pole setting, and distribute balloons. Publicity: Albert Snyder, LO. 5-6000, Ext. 312.		
Now Going On	SANTA'S BIG TOP--CIRCUS SHOW	WANAMAKER'S	2ND FLOOR
	A real sawdust ring, ringmaster, circus entertainment, midgets, clowns, a balloon man. Christmas Carol Windows, beginning Wednesday, Nov. 25. Publicity: Chuck Seefeldt, GR. 3-4700.		
Saturday Nov. 21 10:00 A.M.	"THE MERRY MAILMAN" ON SPECIAL VISIT	ABRAHAM & STRAUS	8TH FLOOR
	Ray Heatherton, TV's "The Merry Mailman", will autograph pictures and demonstrate toys. Publ.: ~~Frances~~ Ruth Pesti Bemis, Feature Events, TR. 5-7200.		
Beginning Monday Nov. 30	MODERN & ANTIQUE DOLL COLLECTIONS	MARTIN'S (BROOKLYN)	DOLL HOUSE FUR STORAGE BLDG.
	The old and the new in doll collections--antique dolls and modern couturier designs at Martin's. Publ.: Rita Dobbins, TR. 5-3100.		
Beginning Monday Nov. 30	STAG SHOP FOR MEN ONLY	SAKS FIFTH AVENUE	6TH FLOOR
	Consultants will assist male shoppers in their selections of Christmas gifts. Publicity: Carolyn Haight, PL. 3-4000, Ext. 2431.		

MOVIES...MUSIC...THEATRE...OPERA

Saturday Nov. 21	PREMIERE: "THREE SAILORS AND A GIRL" (Movie) PARAMOUNT THEATRE, B'WAY & 43 Warner Bros. production with Jane Powell, Gordon MacRae, Gene Nelson, Jack E. Leonard, Sam Levene. Producer: Sammy Cahn. Director: Roy Del Ruth. Costumes: Moss Mabry. Publicity: Eve Siegel, CI. 6-1000.
Week Of Nov. 23	SECOND WEEK: METROPOLITAN OPERA MET OPERA HOUSE, 39TH ST. & B'WAY Mon., Nov. 23: Mozart's LE NOZZE DI FIGARO. Tues., Nov. 24: Gounod's FAUST. Wed., Nov. 25: Puccini's LA BOHEME. Thurs., Nov. 26: Verdi's LA FORZA DEL DESTINO. Fri., Nov. 27: Debussy's PELLEAS ET MELISANDE. Sat., Mat., Nov. 28: Verdi's RIGOLETTO. Sat., Eve., Nov. 28: Gounod's FAUST. Publicity: Margaret Carson, PE. 6-1200.
Monday Nov. 23	"NIGHT OF STARS" MADISON SQUARE GARDEN, 8TH AVE. & 49TH ST. Twentieth Annual All-star show for benefit of United Jewish Appeal. Roster of Stars will include Victor Borge, Cab Calloway, Arlene Dahl, Gloria de Haven, Bambi Lynn, Joan McCracken, Mr. & Mrs. Arthur Murray, Martha Raye, the Rockettes, others. Publ.: David Lipsky, Nat'l Publ. Assoc., CH. 4-5185.
Beginning Wednesday Nov. 25-Dec. 6	OPENING: "THE SHRIKE" CITY CENTER, 131 WEST 55TH STREET The second in the N.Y. City Center's drama series, starring Jose Ferrer in Joseph Kramm's Pulitzer Prize Winner "The Shrike" co-starring Judith Evelyn in her original role. Sets: Howard Bay. Costumes: Emeline Roche. Dec. 9-Dec. 20: "Richard III", co-starring Vincent Price. Dir: M. Webster, Dec. 23-Jan. 3: "Charley's Aunt", production designed by Raoul Pene du Bois. Prices: $1.20-$3.60. Publicity: Reginald Denenholz, JU. 6-2828.
Tuesday Dec. 1	OPENING: "MADAM, WILL YOU WALK" PHOENIX THEATRE, 2ND AVE. & 12TH ST. Limited four-week engagement of Sidney Howard's comedy, starring Jessica Tandy and Hume Cronyn. Staged by Hume Cronyn and Norman Lloyd. Settings: Donald Oenslager. Choreography: Anna Sokolow. Costumes: Alvin Colt. Publicity: Sol Jacobson, CH. 4-1482.
Thursday Dec. 3	OPENING: "KISMET" ZIEGFELD THEATRE, 6TH AVE. & 54TH ST. Charles Lederer presents Edwin Lester's production of a musical Arabian Night, with book by Charles Lederer and Luther Davis; music and lyrics by Robert Wright and George Forrest. Starring Alfred Drake with Doretta Morrow, Richard Kiley. Dances: Jack Cole. Settings & costumes: Lemuel Ayers. Lighting: Peggy Clark. Publ.: Barry Hyams, CO. 5-4784.
Thursday Dec. 10	OPENING: "JOHN MURRAY ANDERSON'S ALMANAC" IMPERIAL THEA., 247 W. 45TH ST. Michael Grace, Stanley Gilkey, Harry Rigby present "John Murray Anderson's Almanac" with Hermione Gingold, Billy deWolfe, Harry Belafonte, Polly Bergen. Staged by John Murray Anderson. Sketches directed by Cyril Ritchard. Sets: Thomas Becher. Costumes: Raoul Pene du Bois. Publicity: Sol Jacobson, CH. 4-1482.
Wednesday Dec. 16	OPENING: "THE PRESCOTT PROPOSALS" BROADHURST THEATRE, 233 WEST 44TH ST. Leland Hayward will present Katherine Cornell in a political comedy by Howard Lindsay and Russel Crouse. Director: Howard Lindsay. Costumes: Mainbocher. Publicity: Leo Freedman, CH. 4-7250.
Wednesday Dec. 30	OPENING: "THE FAMILY MAN" CORONET THEATRE, 230 W. 49TH STREET Producers' Theatre, Inc. will present Burgess Meredith in Liam O'Brien's play about unconventional life in late Victorian times, with Martha Scott, Thomas Chalmers, Una Merkel. Director: Alan Schneider. Sets & costumes: Ben Edwards. Publ.: Barry Hyams, CO. 5-4784.